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In the Claims

Please amend claims 1, 2, 19, and 31 as follows:

1. (currently amended) A label roll comprising:
a web having a front surface and an opposite back surface wound longitudinally along a running axis in a roll having a plurality of labels;
said back surface including a plurality of noncontiguous adhesive patches ~~aligned in and~~ spaced longitudinally apart in a column of adhesive ~~extending along said running axis~~ isolated on one side only of the transverse middle of said web in a minor area of said back surface, with the remaining area of said back surface being devoid of adhesive and including adhesive-free spaces transversely bridging said web longitudinally between said adhesive patches to isolate said patches in sequential labels and permit cutting of said web in said adhesive-free spaces to separate said labels; and
said front surface including a release strip extending along said running axis behind said column of adhesive patches, and laminated to said patches in successive layers in said roll, with said patches being sized for bonding an individual label to a surface.
2. (currently amended) A roll according to claim 1 wherein said patches are aligned along one lateral edge of said web, and closer thereto than to an opposite lateral edge of said web.
3. (original) A roll according to claim 2 wherein said web is continuous along said running axis, and imperforate.
4. (original) A roll according to claim 2 wherein said patches have straight edges aligned parallel with said running axis.

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5. (original) A roll according to claim 2 wherein said patches have straight edges extending transversely with said running axis.

6. (original) A roll according to claim 2 wherein said patches are rectangular.

7. (original) A roll according to claim 6 wherein said patches are elongate along said running axis.

8. (original) A roll according to claim 7 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

9. (original) A roll according to claim 6 wherein said patches are elongate transverse to said running axis.

10. (original) A roll according to claim 9 wherein said web is devoid of index marks between said patches.

11. (previously presented) A roll according to claim 9 wherein each of said labels has a plurality of said adhesive patches.

12. (original) A roll according to claim 2 wherein said patches have arcuate edges extending transversely with said running axis.

13. (original) A roll according to claim 2 wherein said patches have convex leading edges, convex trailing edges, and straight side edges extending therebetween.

14. (original) A roll according to claim 2 wherein said patches are oval, with major axes disposed parallel to said

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running axis.

15. (original) A roll according to claim 14 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

16. (original) A roll according to claim 2 wherein said release strip covers said web front side in full.

17. (original) A roll according to claim 2 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid thereof.

18. (original) A roll according to claim 2 wherein said release strip comprises silicone coating said web front surface.

19. (currently amended) A label roll comprising:
an imperforate web having a front surface and an opposite back surface wound longitudinally along a running axis in a roll having a plurality of labels;
said back surface including a plurality of noncontiguous adhesive patches aligned in and spaced longitudinally apart along a single column of adhesive patches extending along said running axis of said web closer to one lateral edge of said web than to an opposite lateral edge of said web, with adhesive-free spaces transversely bridging said web longitudinally between said adhesive patches to isolate said patches in sequential labels and permit cutting of said web in said adhesive-free spaces to separate said labels; and
said front surface including a release strip extending along said running axis behind said column of adhesive patches, and laminated to said patches in successive layers in said roll, with said patches being sized for bonding an individual label to

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a surface.

20. (original) A roll according to claim 19 wherein said patches are oval, with major axes disposed parallel to said running axis.

21. (original) A roll according to claim 20 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

22. (original) A roll according to claim 21 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid thereof.

23. (original) A roll according to claim 19 wherein said patches are rectangular.

24. (original) A roll according to claim 23 wherein said patches are elongate along said running axis.

25. (original) A roll according to claim 24 wherein said web further includes corresponding index marks between adjacent patches to define corresponding labels, each label having a single adhesive patch.

26. (original) A roll according to claim 25 wherein said release strip covers said web front side in full.

27. (original) A roll according to claim 23 wherein said patches are elongate transverse to said running axis.

28. (previously presented) A roll according to claim 27 wherein each of said labels has a plurality of said adhesive

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patches.

29. (original) A roll according to claim 28 wherein said release strip is narrow and conforms in width with said column of adhesive patches, leaving the remainder of said web front side devoid thereof.

30. (canceled)

31. (currently amended) A label roll comprising:
a web wound longitudinally in a roll; and
said web including a train of longitudinally separated identical adhesive patches aligned in a single column along only one lateral edge of said web to define corresponding labels each having a minor adhesive patch isolated inboard in a surrounding adhesive-free remainder of each label, with said adhesive-free remainder transversely bridging said web longitudinally between said patches to permit adhesive-free cutting of said web to separate said labels.